

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
Submission Number 209 Issue 1



PHONE (919) 836-1717 FAX (919) 836-1747
 1205 Front St.
 Raleigh, NC 27609

Client: American Crossroads/ Issue

Buyer: ..

Schedule Dates: 10/01/12 to 10/14/12

Est./PO Number: 06244787

Associated Copies: No

Submission Cost: 14835

Client/Product/Estimate: 11/27 /692

Weeks: 2

Contract Type: Political

Campaign Ref: E:120808035

Sales Rep: HRP Washington, DC

Order Ref: 06244787

Business Type: POLITICAL

Business Category: Transactional

Product: American Crossroads
Demographic: (L) Household

Booking Group: WNCN
Order: WNCN

Key Market: Raleigh-Durham, NC

Original

Ref	Sales Product Details	Rev Type		Rate	Spot Type	10/01	10/08	Total	Cost
1	M-F 10a Today Show IIIF..	03		200	Nbr of Spots	1		1	200
2	M-Su 11p News	03		615	Comme	30		1	615
3	M-F 1135p ET / 1035p CT Tonight ShowF..	03		170	Nbr of Spots	1		1	170
4	M-F 5p Judge JudyF..	03		250	Comme	30	Nbr of Spots	1	250
5	M-F 530p Judge JudyF..	03		250	Comme	30	Nbr of Spots	1	250
6	M-F 6p News	03		305	Comme	30	Nbr of Spots	1	305
7	M-F 7p News	03		310	Comme	30	Nbr of Spots	1	310
8	M-F 730p ExtraF..	03		275	Comme	30	Nbr of Spots	1	275
9	M-F 9a Today Show II	03		240	Comme	30	Nbr of Spots	1	240
Weekly Totals:					Total Spots(Ord Spots)	39	8	47	

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American Crossroads/ Issue
Submission Number 209 Issue 1



WNCN-TV
 1205 Front St.
 Raleigh, NC 27602

PHONE (919) 836-1717 FAX (919) 836-1747

Original

Client:	American Crossroads/Issue	Submission Cost:	14835	Campaign Ref:	E:120806035
Buyer:	"	Client/Product/Estimate:	11/27/692	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06244787
Est./PO Number:	06244787	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No	Business Category:	Transactional		

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
10	...F..			Comme				
	M-F 10a Today Show III	02	240	Nbr of Spots	1	1	240	240
	M.....			Comme				
11	M-F 1135p ET / 1035p CT Tonight Show	03	170	Nbr of Spots	1	1	170	170
	M.....			Comme				
12	M-F 5p Judge Judy	03	250	Nbr of Spots	1	1	250	250
	M.....			Comme				
13	M-F 530p Judge Judy	03	250	Nbr of Spots	1	1	250	250
	M.....			Comme				
14	M-F 630p ET / 530p CT NBC Nightly News	03	920	Nbr of Spots	1	1	920	920
	M.....			Comme				
15	M-F 7p News	03	310	Nbr of Spots	1	1	310	310
	M.....			Comme				
16	M-F 730p Extra	03	275	Nbr of Spots	1	1	275	275
	M.....			Comme				
17	M-F 9a Today Show II	03	240	Nbr of Spots	1	1	240	240
	M.....			Comme				
18	Sat 7a Today Show	03	200	Nbr of Spots	1	1	200	200
S.			Comme				
19	Sun 8a Today Show	03	200	Nbr of Spots	1	1	200	200
S			Comme				
Weekly Totals: Total Spots(Old Spots)					39	8	47	

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American Crossroads/ Issue
Submission Number 209 Issue 1



WNCN-TV

1205 Front St.
 Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Original

Client:	American Crossroads/Issue	Submission Cost:	14835	Campaign Ref:	E:120808035
Buyer:	"	Client/Product/Estimate:	11 /27 /692	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06244787
Est./PO Number:	06244787	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No	Business Category:	Transactional		

Ref	Sales Product Details	Rev Type		Rate	Spot Type	10/01	10/08	Total	Cost
20	M-F 10a Today Show III ...T...	03		200	Nbr of Spots	1		1	200
21	M-F 1135p ET / 1035p CT Tonight Show ...T...	03		170	30	Nbr of Spots	1	1	170
22	M-F 5p Judge Judy ...T...	03		250	30	Nbr of Spots	1	1	250
23	M-F 530p Judge Judy ...T...	03		250	30	Nbr of Spots	1	1	250
24	M-F 6p News ...T...	03		305	30	Nbr of Spots	1	1	305
25	M-F 630p ET / 530p CT NBC Nightly News ...T...	03		920	30	Nbr of Spots	1	1	920
26	M-F 7p News ...T...	03		310	30	Nbr of Spots	1	1	310
27	M-F 9a Today Show II ...T...	03		240	30	Nbr of Spots	1	1	240
28	M-F 10a Today Show III ...T....	03		200	30	Nbr of Spots	1	1	200
29	M-SU 11p News ...T.....	03		615	30	Nbr of Spots	1	1	615
Weekly Totals:				Total Spots(Ord Spots)		39	8	47	

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American Crossroads/ Issue
Submission Number 209 Issue 1



WNCN-TV

1235, 16th St.
Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Original

Client:	American Crossroads/Issue	Submission Cost:	144835	Campaign Ref:	E:120808035
Buyer:	..	Client/Product/Estimate:	11/27/692	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06244787
Est./PO Number:	06244787	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No	Business Category:	Transactional		

Ref	Sales Product Details	Rev Type		Rate	Spot Type	10/01	10/08	Total	Cost
30	M-F 1135p ET / 1035p CTTonight Show T....	03		170	30	Nbr of Spots	1	1	170
31	M-F 530p Judge Judy .T....	03		250	30	Comm	Nbr of Spots	1	1
32	M-F 6p News .T....	03		305	30	Comm	Nbr of Spots	1	305
33	M-F 6a News .T....	03		350	30	Comm	Nbr of Spots	1	350
34	M-F 7a Today Show .T....	03		550	30	Comm	Nbr of Spots	1	550
35	M-F 730p Extra .T....	03		275	30	Comm	Nbr of Spots	1	275
36	M-F 9a Today Show II .T....	03		240	30	Comm	Nbr of Spots	1	240
37	M-Su 11p News ..M....	03		615	30	Comm	Nbr of Spots	1	615
38	M-F 1135p ET / 1035p CTTonight Show ..W....	03		170	30	Comm	Nbr of Spots	1	170
39	M-F 5p Judge Judy ..W....	03		250	30	Comm	Nbr of Spots	1	250
40	M-F 530p Judge Judy	03		250	30	Comm	Nbr of Spots	1	250
Weekly Totals:						Total Spots(Ord Spots)	39	8	47

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Submission Number 209 Issue 1



WNCN-TV
1205 Front St.

Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Original

Client:	American Crossroads/ Issue	Submission Cost:	14835	Campaign Ref:	E:12080808035
Buyer:	..	Client/Product/Estimate:	11/27 /692	Sales Rep:	HRC Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	08244787
Est./PO Number:	06244787	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No	Business Category:	Transactional		

Ref	Sales Product Details	Rev Type		Rate	Spot Type		10/01	10/08	Total	Cost
41	M-F 6p News ..W....	03		305	Comme	Nbr of Spots	1	1	1	305
42	M-F 6a News ..W....	03		350	Comme	Nbr of Spots	1	1	1	350
43	M-F 7p News ..W....	03		310	Comme	Nbr of Spots	1	1	1	310
44	M-F 7a Today Show ..W....	03		550	Comme	Nbr of Spots	1	1	1	550
45	M-F 730p Extra ..W....	03		275	Comme	Nbr of Spots	1	1	1	275
46	M-F 9a Today Show II ..W....	03		240	Comme	Nbr of Spots	1	1	1	240
47	Soccer SatS.	03		250	Comme	Nbr of Spots	1	1	1	250
Weekly Totals: Total Spots(Ord Spots)							39	8	47	

Grand Totals

Month 10 Weeks: 4

Spots	Totals	10/01	10/08
	47	39	12180

Grand Totals:

<u>Spots:</u>	<u>47</u>
<u>Gross Total:</u>	<u>14,835.00</u>
<u>Commission:</u>	<u>2,225.25</u>
<u>Net Total:</u>	<u>12,609.75</u>

REP

HEADLINE# 6244787
\$ \$\$ APPROVED ORIGINAL REV#0 \$ \$\$TEL# 703-516-9399
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 703-516-9680

HARRIS REPORT FROM STATION

AUG8/12 16.28
*** WNCR-TV ***

ADV # _____ ADV. NAME TSS/AMER. CROSSROADS

REP. # _____ OFF. # _____ SALESMAN # _____

AGY # _____ AGY. NAME CROSSROADS MEDIA LLC

BUYER NAME STEPHANIE MARONEY

66 CANAL CENTER PLAZA, SUITE 555

SALES PRSN WA - MICK NESCI (H)

ORDER # _____ CONTRACT # 6244787

CLASS: NATL. LOCAL REGIONAL

PRDCT AMERICAN CROSSROADS

COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 OCT8/12 WK-1

DATE AUG8/12 16.28

CITY TAX _____ STATE TAX _____

CO-OP BILLING NEEDED

REP: NEW ORDER TTL 14835 (O) 47X

PLS CFM THANKS, MIKE FOR MICK

STA: PLS SEE M1 FOR PROGRAM CHG
PLS ADVISE ASAP
THX, CHERYL 8/8

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

STATION MAKEGOOD OFFERS:

M1 UNRESL BUY#22 MISSED:SAT/330P-700P OCT6 30S \$250.00 (AUG8/12)
OFFER:SAT/330P-700P OCT6 30S \$250.00 PLS ADVISE.CMT:PROGRAM CHG 10/6: 3:30-7PM IS SOCCER
CMT:PLS ADVISECONTRACT TOTAL 14835.00
TOTAL SPOTS 47

REP: TEL# 703-516-9399 FAX# 703-516-9680
HEADLINE# 6244787 CREDIT RISK 111
APPROVED ORIGINAL REV#0 HARRIS REPORT FROM STATION AUG 8/12 16.27
\$ \$\$ ORDER WORKSHEET *** WNCR-TV ***

ADV #	ADV. NAME	ISS/AMER. CROSSROADS	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	CROSSROADS MEDIA LLC	BUYER NAME	STEPHANIE MARONEY	
		66 CANAL CENTER PLAZA, SUITE 555	SALES PRSN	WA - MICK NESCI (H)	
ORDER #	CONTRACT #	6244787	CLASS:	NATL.	LOCAL REGIONAL
PRDCT	AMERICAN CROSSROADS	EST# 692	COMMENTS:	(LINE, ORDER, INVOICE)	
FLIGHT DATES	OCT2/12 OCT8/12	WK-1			
CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	AUG 8/12	16.27

REP: NEW ORDER
TTL 14835 @ 47X
PLS CFM
THANKS, MIKE FOR MICK

CON CM **** THIS IS A CASH IN ADVANCE SCHEDULE ****

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL 14835.00
TOTAL SPOTS 47

REP HEADLINE# 6244787
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP AUG7/12 17.18
***** WNCN-TV ***

ADV #	ADV. NAME	ISS / AMER. CROSSROADS	REP. #	OPE. #	SALESMAN #
AGY #	AGY. NAME	CROSSROADS MEDIA LLC	BUYER NAME	STEPHANIE MARONEY	
		66 CANAL CENTER PLAZA, SUITE 555			SALES PRSN WA - MICK NESCI (H)
ORDER #	CONTRACT #	6244787	CLASS: NATL.	LOCAL	REGIONAL
PRDCT	AMERICAN CROSSROADS	EST# 692	COMMENTS: (LINE, ORDER, INVOICE)		
FLIGHT DATES	OCT2/12 OCT8/12	WK-1			
CITY TAX	STATE TAX		CO-OP BILLING NEEDED		
REP:	NEW ORDER	ECN			
	TTL 14835 @ 47X	CFM			
	PLS CFM				
	THANKS, MIKE FOR MICK				

CON CM **** THIS IS A CASH IN ADVANCE SCHEDULE ****

DATE AUG7/12 17.18

MM
g/b

: LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS: WEEK : DAYS : TOTAL : : LINE# : : : : : : : DATE : : DATE : /WK: INV'T : : : SPTS:
AGENCY ADVERTISER CODE = 11 AGENCY EST# = 692 AGENCY PRODUCT CODE = 27
1 1000A-1100A 30 \$200.00 10/5 10/5 1 FRI 1
PROGRAM : TODAY SHOW III ORD COM1: ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1: TODAY SHOW III
2 1100P-1135P 30 \$615.00 10/5 10/5 1 FRI 1
PROGRAM : NBC 17 NEWS AT 11 ORD COM1: ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1: NBC 17 NEWS AT 11

REP HEADLINE# 6244787

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENT
ORDER WORKSHEET

FAX# 703-5
CREDIT RISK !!!
HARRIS REPORT FROM RE

30
AUG 7 / 12 17-18
*** WNCN-TV ***

REP HEADLINE# 6244787

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG 7/12 17-18

REP HEADLINE# 6244787

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG 7 / 12 17 - 18
*** WNCN-TV ***

REP HEADLINE# 6244787
*** ORIGINAL PBN#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!

CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REPO

AUG 7 / 12 17 - 18

REP HEADLINE# 6244787

OPTICIAN RIVERS ***

REP: TEL# 703-516-9399 FAX# 703-516-9
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

O

REP HEADLINE# 6244787
*** OPTICNAT PERIOD ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG 7 / 12 17 . 18
*** WNCN-TV ***
0

REP HEADLINE# 6244787 **** ORIGINAL REVIEW ****

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP

AUG 7 / 12 17.18
*** FINGER ***

REP HEADLINE# 6244787
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

FAX# 703-516-9680
AUG7/12 17.1B
*** WNCR-TV ***

:LINE#:	REP	:CD:	TIME PERIOD	: LGTH	: SEC	:	RATE	:	START	:	END	:SPTS:	WEEK	:	DAYs	:	TOTAL:	SPTS:
52			630P-700P	30			\$920.00		10/3		10/3	0					0	
	PROGRAM :	NBC NIGHTLY NEWS																
	ORD COM1:	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE																
	CON COM1:	NBC NIGHTLY NEWS																
53		700P-730P	30				\$310.00		10/3		10/3	1					1	
	PROGRAM :	NBC 17 NEWS AT 7																
	ORD COM1:	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE																
	CON COM1:	NBC 17 NEWS AT 7																
54		700A-900A	30				\$550.00		10/3		10/3	1					1	
	PROGRAM :	TODAY SHOW																
	ORD COM1:	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE																
	CON COM1:	TODAY SHOW																
55		730P-800P	30				\$275.00		10/3		10/3	1					1	
	PROGRAM :	EXTRA																
	ORD COM1:	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE																
	CON COM1:	EXTRA																
56		900A-1000A	30				\$240.00		10/3		10/3	1					1	
	PROGRAM :	TODAY SHOW II																
	ORD COM1:	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE																
	CON COM1:	TODAY SHOW II																
OCT/12		14835.00																
	CONTRACT TOTAL	14835.00																
	TOTAL SPOTS	47																

MARKET TOTALS \$148,350 WNCN 10% WRAL 45% WTVD 35% WRAZ 10% WRDC 0% WLFL 0% CABL 0%
ESTIMATED SHARES
SVC - NSI BOOKS - NOV/11
DEMOS - RA35+*